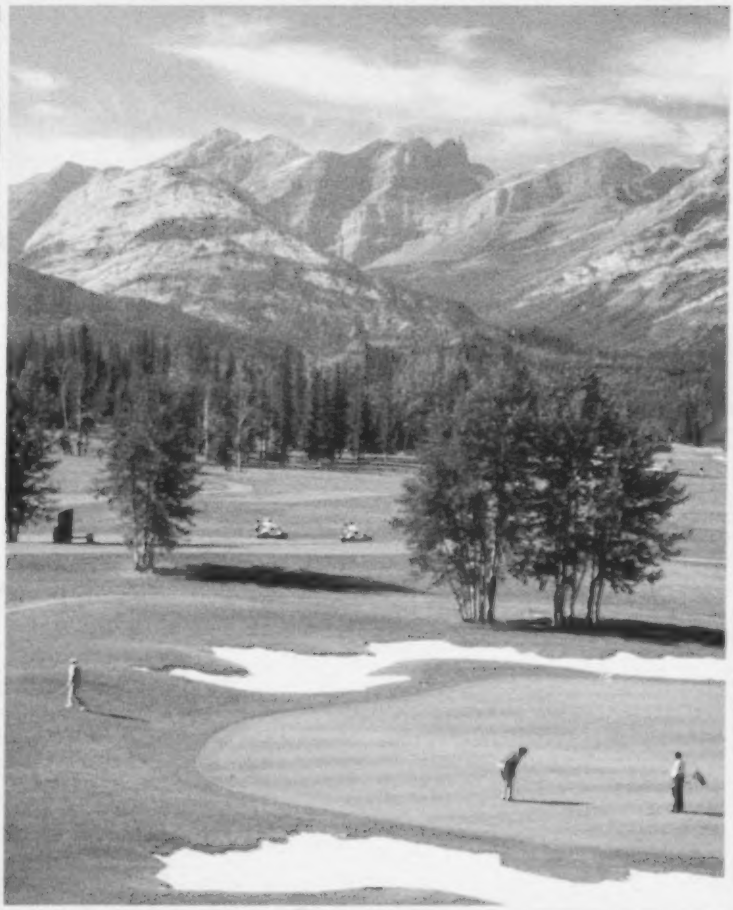

INDUSTRY PROFILES

Information, Culture and Recreation Industry

July 2010

Government of Alberta
Employment and Immigration

Overview:

The Information, Culture and Recreation industry[1] in Alberta includes establishments such as:

- software, Internet, newspaper, periodical and book publishers;
- motion picture and sound recording companies;
- broadcasting and telecommunications companies;
- Internet service providers, web search portals and data processing services;
- libraries, archives and heritage institutions (i.e. museums, historic sites, zoos and botanical gardens);
- performing arts companies;
- amusement parks and arcades;
- casinos and lotteries; and
- golf courses, skiing facilities, and fitness and recreational sports centres.

Section A: Business Environment
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[1] North American Industry Classification System (NAICS) major groups 51 and 71

Section A: Business Environment

1. 2009 Employment and Unemployment Numbers and Rates:

	Alberta	Information, Culture and Recreation Industry
Number of employed	1,988,100	80,000
Percent employed in the industry		4.0%
Number of unemployed	139,700	4,300
Unemployment rate	6.6%	5.1%

Data Source: Labour Force Historical Review 2009, Statistics Canada

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry Growth:

- Employment in the Information, Culture and Recreation industry is expected to grow on average 0.4% annually from 2010 to 2013.
- Approximately 1,300 jobs will be created from 2010 to 2013. Employment is expected to increase to 81,200 by 2013.
- This industry will provide 0.7% of all new jobs in Alberta between 2010 and 2013.

For more information, see the Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2009 – 2013, Industry Employment Outlook[4] online and the Alberta Learning Information Service (ALIS)[5] website's industry descriptions.

[2] See http://www.employment.alberta.ca/BI/67.html
[3] See http://www.statcan.gc.ca
[4] See http://www.employment.alberta.ca/documents/LMI/LMI-LMF_2009-13_cops.pdf
[5] See http://www.alis.alberta.ca

Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Information, Culture and Recreation industry accounted for 3.7% of Alberta's Gross Domestic Product in 2009, up from 2.9% in 1999. The industry's share of Alberta's total employment decreased from 4.2% in 1999 to 4.0% in 2009.

Employment in 2009 was 11.7% above its level in 2008. Over the last ten years, employment in the industry has increased from 64,400 people in 1999 to 80,000 people in 2009.

The *Alberta Occupational Demand Outlook 2009-2013* projects below average labour demand in the following occupations: Managers in art, culture, recreation and sport; Librarians, archivists, conservators and curators; Technical occupations in libraries, archives, museums and art galleries; Announcers and performers; Creative designers and craftspersons; Creative and performing artists; Writing, translating and public relations professionals; Photographers, graphic arts technicians and co-ordinating occupations in motion pictures, broadcasting and the performing arts; and Athletes, coaches, referees and related occupations.

3. Size of Businesses in Alberta and the Industry:

Establishment Size	Alberta Businesses		Information, Culture and Recreation Businesses	
	Number of Employees	%	Number of Employees	%
Less than 20 employees	561,300	34.3%	21,300	31.0%
20 to 99 employees	582,500	35.6%	23,500	34.2%
100 to 500 employees	298,700	18.3%	16,000	23.3%
Over 500 employees	194,000	11.9%	6,000	8.7%

Data Source: Labour Force Historical Review 2009, Statistics Canada

* Percentages may not add up to 100 due to rounding.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations in the Information, Culture and Recreation industry include:

- librarian;
- cinematographer;
- reporter;
- curator; and
- professional athlete.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles[6] website.

2. Demographics: Age and Gender:

According to the Labour Force Survey, the gender breakdown in the Information, Culture and Recreation industry is as follows:

- women employed: 41,000 people, or 51.2%
- men employed: 39,000 people, or 48.8%

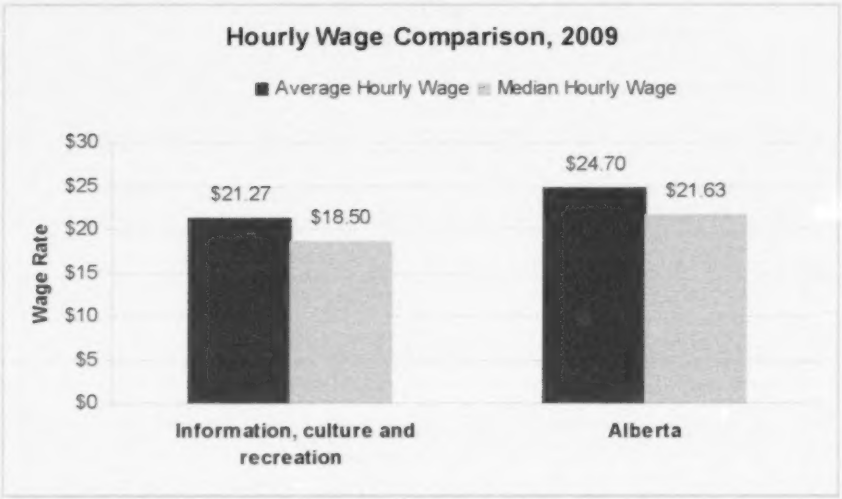
In Alberta, women accounted for 45.4% and men made up 54.6% of total employment.

Age Characteristics	Alberta Employees		Information, Culture and Recreation Employees	
	Number	%	Number	%
15-24 years	316,400	15.9%	20,900	26.1%
25-54 years	1,356,400	68.2%	48,600	60.8%
55 years and over	315,300	15.9%	10,500	13.1%

Data Source: Labour Force Historical Review 2009, Statistics Canada

[6] See http://www.alis.alberta.ca/occinfo

3. Wages:



Data Source: Labour Force Historical Review 2009, Statistics Canada
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Cinematographer	$ 27.38	$ 33.21	$ 36.13	$ 67,441
Librarian	$ 28.38	$ 31.86	$ 36.44	$ 56,314
Kinesiologist	$ 19.87	$ 27.92	$ 40.97	$ 28,833
Recreation and sport administrator	$ 21.32	$ 24.81	$ 27.30	$ 47,996

Data Source: 2009 Alberta Wage and Salary Survey

For more information on wages, refer to the WAGEinfo[7] webpage. For job descriptions, duties, required skills and education for specific occupations in the Information, Culture and Recreation industry, visit the ALIS[8] website.

[7] See http://www.alis.alberta.ca/wageinfo
[8] See http://www.alis.alberta.ca

Section C: Additional Information

1. Links to Government and Selected Industry Associations:

- Alberta Motion Picture Industries Association (http://www.ampia.org)
- Canadian Film and Television Production Association (http://www.cftpa.ca)
- Canadian Newspaper Association (http://www.cna-acj.ca)
- Library Association of Alberta (http://www.laa.ca)
- Alberta Gaming and Liquor Commission (http://www.aglc.ca)
- Alberta Advanced Education and Technology (http://www.aet.alberta.ca)
- Canadian Association of Internet Providers (http://www.caip.ca)

2. Link to Government Library Database:

http://www.servicelink.gov.ab.ca/libraries/workplace